

REMARKS/ARGUMENTS

Claims 1-4, 7-11 and 14-38 are pending in this application. Claims 1, 7, 8, 14, 17, and 38 are amended herein. Claims 5, 6, 12 and 13 were previously canceled. Claims 22-37 have been withdrawn from consideration without prejudice.

I. Rejection of Claims 1-4, 7-11, 14-21 and 38 Based on 35 U.S.C. § 102(e)

The Examiner has rejected claims 1-4, 7-11, 14-21, and 38 under 35 USC §102(e) as being anticipated by Hennig (U.S. Patent 6,587,827). Applicant respectfully disagrees for at least the reasons given below.

A. Independent Claim 1 and Dependent Claims 2-4, 7 and 15

1. Hennig Does Not Establish a Secure Communication Link

The Examiner refers to column 3, lines 30-46, to anticipate "*establishing a secure communication link between at least one client computer system and a vendor computer system;...*" Applicant agrees that Hennig discloses communication links between a client computer and a network server, e.g., over the Internet. However, Hennig does not disclose that such a link is secure. In general, Hennig does not address security concerns. Thus, Applicant submits that Hennig does not teach or suggest, let alone anticipate the invention embodiment recited in claim 1 of the present application.

2. Hennig Does Not Modify Responses as Claimed

The Examiner refers to column 6, line 6 through column 7, line 7 and to column 3, line 47 through column 4, line 3 of Hennig, to anticipate “*modifying responses from said merchant computer system to said client computer system at said vendor computer system....*” Applicant submits that Hennig does not modify responses as claimed. The Examiner quotes language in Hennig regarding a hub blocking “certain sensitive and/or proprietary information from being accessed by the supplying entities.” However, the hub reference affects communication in the opposite direction from what is recited in claim 1. That is, claim 1 recites modifying responses from the merchant computer to the client computer system, whereas the cited portion of Hennig refers to filtering information directed to a supplying entity. Applicant submits that filtering information directed to a supplying entity does not anticipate modifying responses from a merchant computer (or supplying entity).

Further, Applicant has amended claim 1 to further recite that modifying responses comprises *modifying merchant content obtained from said merchant computer system to redirect one or more hyper-text elements to said vendor computer system; and reframing said merchant content as a web page of said vendor computer system*. Applicant submits that Hennig does not teach or suggest, let alone anticipate modifying merchant content to redirect hyper-text elements or

reframing merchant content as a web page of a vendor computer system. Thus, Applicant submits that Hennig does not teach or suggest, let alone anticipate, the invention embodiment recited in claim 1 of the present application.

3. Hennig Does Not Transmit a Web Page

Applicant has amended claim 1 to further recite "*transmitting said transaction information comprises transmitting said web page of said vendor computer system to said client computer system.*" Applicant submits that Hennig does not teach or suggest, let alone anticipate transmitting a vendor computer system's web page to a client computer system, where the web page comprises reframed merchant content and modified hyper-text elements. Thus, Applicant submits that Hennig does not teach or suggest, let alone anticipate, the invention embodiment recited in claim 1 of the present application.

In light of the foregoing reasons, Applicant respectfully submits that claim 1 is allowable over the cited reference. Further, claims 2-4, 7 and 15, being dependent upon an allowable base claim, are also allowable for at least the foregoing reasons provided with respect to independent claim 1.

4. "Providing" Not Conditional in Claim 7

The Examiner states that the "providing" step in claim 7 is given little patentable weight because it is conditional. Applicant respectfully disagrees.

Applicant has amended claim 7 to recite that "*providing said items ...*" occurs "*in response to said user selection....*" Applicant submits that the phrase "in response to" identifies a causal relationship, but no conditional language (e.g., "if A, then B") is used, implied or intended within the context of claim 7. Applicant therefore requests that all elements of claim 7 be given full weight in determining patentability.

B. Independent Claim 8 and Dependent Claims 9-11, 14 and 16

1. Claim 8 Allowable for Same Reasons as Claim 1

The Examiner has stated that claim 8 is rejected under the same rationale as set forth for claim 1. Likewise, Applicant respectfully submits that the arguments provided above with respect to the allowability of independent claim 1 also apply to claim 8, specifically, Hennig does not anticipate: (1) establishing a secure communication link; (2) modifying responses from a merchant computer system to a client computer system, including redirecting hyper-text elements and reframing merchant content; and/or (3) transmitting a vendor computer system web page, with reframed merchant content, to a client computer system for display to a user.

For the foregoing reasons, Applicant submits that independent claim 8 is allowable over the cited reference. Further, claims 9-11, 14 and 16, being

dependent upon an allowable base claim, are themselves allowable for at least the foregoing reasons provided with respect to independent claim 8.

2. "Providing" Not Conditional in Claim 14

The Examiner rejects claim 14 under the same reasoning as claim 7.

Applicant submits that in claim 14 (as amended), as with claim 7, the phrase "in response to" identifies a causal relationship, and no conditional language is used, implied or intended within the context of claim 14. Applicant therefore requests that all elements of claim 14 be given full weight in determining patentability.

C. Independent Claim 17 and Dependent Claims 18-21

Applicant respectfully submits that the arguments provided above with respect to the allowability of independent claim 1 also apply to claim 17 within the context of program code configured to perform the respective novel steps. Specifically, Hennig does not anticipate program code configured to perform the steps of: (1) establishing a secure communication link; (2) modifying responses from a merchant computer system to a client computer system, including redirecting hyper-text elements and reframing merchant content; and/or (3) transmitting a vendor server web page, with modified hyper-text links, to a client computer system for presentation to a user.

For the foregoing reasons, Applicant submits that independent claim 17 is allowable over the cited reference. Further, claims 18-21, being dependent upon an allowable base claim, are themselves allowable for at least the foregoing reasons provided with respect to independent claim 17.

D. Independent Claim 38

The Examiner states that independent claim 38 is rejected under the same rationale as claim 1. Applicant respectfully submits that the arguments provided above with respect to the allowability of independent claim 1 also apply to claim 38 within the context of a server process comprising means for performing the respective novel steps. Specifically, Hennig does not anticipate means for: (1) establishing a secure communication link; (2) modifying responses from a merchant server to a client computer system, including redirecting hyperlinks and reframing merchant content; and/or (3) transmitting a vendor server web page, with modified hyperlinks and reframed merchant content, to a client computer system for presentation to a user. For at least the foregoing reasons, Applicant submits that independent claim 38 is allowable over the cited reference.

II. Conclusion

For at least the foregoing reasons, Applicant submits that the Examiner's rejections have been obviated, and that pending claims 1-4, 7-11 and 14-38 are allowable. Applicant respectfully requests that a timely Notice of Allowance be issued in this case.

Respectfully submitted,

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